

The Future of Customer Experience in the Rail Industry

The ongoing global COVID-19 pandemic has overturned life as we know it, giving rise to the longest period of consumption reappraisal in more than 20 years. This, alone, will have a deep and lasting impact on the public transportation industry and will shape customer trends and expectations for the next decade.

Transforming the railway with intelligent automation

Rail travel has been a staple method of public transportation since the 19th Century. Once considered a technological marvel, rail transportation sparked a revolution and simultaneously transformed how people traveled and transported goods across the country. Since then, however, rail has lost much of its shine. Today, public perception suggests railways are outdated when it comes to service or infrastructure and haven't been able to keep up with the progression of technology.



The challenges:

Optimizing costs, performance and reliability:

Government regulators are driving train and network operators to invest in new technology that help to maintain all systems at optimum performance. Not only does this help them avoid costly downtime and fines, they also deliver long-term financial and operational benefits. At the core of these performance gains is the ability to keep trains running longer without disruption by minimizing planned or unscheduled maintenance interventions and massively transforming maintenance regimes so that assets remain in service longer and are controlled by asset condition intelligence.

Need for improved speed, quality and service:

The way passengers engage with transportation has changed entirely, with on-demand culture now dictating how the transportation sector will function in the years to come. Increasing customer expectations mean that every touchpoint needs to be focused on providing service excellence. Quality and speed have become as important as pricing.

"It is time for massive change in the transportation industry and it needs to be focused on delivering greater innovations and technology advances."

— Lee Edwards, Director @ Smart Automation Services

'Digital fitness' as a prerequisite for success:

The terms "digital reform," "connected rail," "Internet of things" and "Industry 4.0" have been on the lips of every rail operator for some time, and with recent regulatory changes, the need for digital transformation is driving change in an industry that has historically been slow to adopt technological advancements.

COVID-19 – navigating the new normal: It's fair to say that no business continuity plan could have accounted for the impact that the coronavirus has had on businesses across the world. With new social distancing requirements, rail capacity is likely to be reduced by up to 90%.

So how do you give your customers the confidence that it is safe to travel on public transportation again, while also maximizing your revenue opportunities and reducing your costs?

How to improve customer experience & operational efficiency

Creating ongoing customer loyalty means providing customers with an increasingly personalized, digital and convenient experience. Blue Prism unlocks the potential of data to deliver an individual experience for each customer and bridges the gap between legacy and modern technology to give consumers the digital platforms they have come to expect.

While COVID-19 does bring about challenges that will be nearly impossible to manage without intelligent automation, it also offers you the opportunity to reimagine what a modern customer experience looks like, while you navigate your way through this new operating model.

By using your existing technology alongside Blue Prism's intelligent automation, you can enable the automation of complex end-to-end processes in just a few weeks, without the need for large-scale IT integrations.

With Blue Prism, you can:

- Create seamless customer experiences
- Increase Net Promoter Score and reduce refund requests
- Identify new revenue opportunities
- Simplify back-end processes

Blue Prism and **Smart Automation Services** have developed a turnkey solution to address the front-end booking and customer journey processes, which will help you:

- Move customers to e-ticketing once and for all
- Communicate with your customers more effectively
- Give your customers the confidence that it's safe to travel again
- Gain and use valuable customer data

Watch our latest [webinar](#) where we will explore these ideas in greater detail.



WHY BLUE PRISM?



COMPLIANCE

- Comprehensive, irrefutable audit logs
- End-to-end object & process change history
- System and process execution audits



SCALABILITY

- Re-usable & shareable objects/processes
- Many-to-many process assignment
- Processes in parallel



RAPID DEPLOYMENT & METHODOLOGY

- Process Discovery
- Robotic Operating Model (ROM®)
- Success Accelerator



SECURITY & ACCESS CONTROL

- Veracode Verified Continuous
- Decoupled build & run
- Disk-level encryption & data masking



PERFORMANCE & STABILITY

- Database layer resilience
- Supports hybrid-cloud infrastructure
- More productive & efficient



INTELLIGENT & EXTENSIBLE

- Drop-in AI skills from DX
- AI Labs & Innovation Center
- Data Gateways

blueprism

Blue Prism is the global leader in intelligent automation for the enterprise, transforming the way work is done. At Blue Prism, we have users in over 170 countries in more than 1,800 businesses, including Fortune 500 and public sector organizations, that are creating value with new ways of working, unlocking efficiencies, and returning millions of hours of work back into their businesses. Our intelligent digital workforce is smart, secure, scalable and accessible to all, freeing up humans to re-imagine work.

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